

# Download File Technical Theater For Nontechnical People 2nd Edition Free Download Pdf

[Technical Theater for Nontechnical People](#) *Technical Film and TV for Nontechnical People* *Technical Theater for Nontechnical People* *Data Science* **Petrochemicals for the Nontechnical Person** [The Non-Technical Guide to Web Technologies](#) *Satellite Basics for Everyone* [Digital Technical Theater Simplified](#) **Petrochemicals in Nontechnical Language** **Technical Theater for Nontechnical People** **Petroleum Refining for the Non-technical Person** **The Non-Technical Founder** *Petroleum Production for the Nontechnical Person* *Untechnical Writing* **Electric Power Industry in Nontechnical Language** **Artificial Intelligence Basics** *AI for People and Business* **Introducing GitHub** **Safety at the Sharp End** **Blockchain Basics** **The Petroleum Shipping Industry: A nontechnical overview** [Electric Power Generation](#) **Engineering Your Future** **Technical Writing** **Natural Gas in Nontechnical Language** [Do You Mean Business? Technical/Non-Technical Collaboration, Business Development and You](#) **Demystifying IT** **How to Speak Tech** [Nontechnical Guide to Petroleum Geology, Exploration, Drilling and Production](#) [Game Theory](#) [How to Speak Tech](#) **Cloud Computing Basics** **Living with Robots** **LNG** *Energy Storage* **Swipe to Unlock** [The Petroleum Industry](#) *Field Guide to Appropriate Technology* *Guide to RRB Non Technical Recruitment Exam* *Zero to AI*

A veteran of entertainment in its many forms, Drew has written a similar book for film and television. He walks non-techies through finding a space, scenery, lighting, costumes, sound, coordinating sound and light, properties, stage management, and working with corporations. Power generation -- Power transmission and distribution -- The beginning of the electric utility industry -- The electric utility industry as a regulated entity -- Restructuring, standards, and accountability -- The energy policy act of 2005 -- Transmission, technology, and the pursuit of reliability -- Environmental standards and issues -- The electric utility industry as a business enterprise. An overview of the natural gas process from wellhead to burnertip, from exploration to futures trading, and the latest issues of co-generation and other product use. Unlike more technical texts stuffed with formulae and theories, this book explains in plain English how power is created and replaces formulae with everyday examples and easy-to-understand illustrations. It opens with an explanation of how electricity is generated, then covers the planning and development of electric power stations, emphasizing modern considerations of merchant power plants, repowering, and the growth of gas turbine generation. The "facts" of generation are covered in part two--boilers, turbines, generators, hydro and pumped storage, and "alternative" generations sources, suchs geothermal, tidal, solar, and wind. Maintenance and operations are covered in basic overview format. Finally, environmental considerations--again, an

increasing concern in light of deregulation and environmental law--are reviewed. In addition, the authors cover specific features and fuel-types in nontechnical terms. Industry newcomers will appreciate this clear explanation of how power is created. Completely updated to reflect state-of-the-art standards in today's fast-changing theater technology, *Technical Theater for Nontechnical People* helps actors, dancers, playwrights, and directors to understand every aspect of a traditional and digitally supported backstage environment--from scenery, lighting, and sound to props, costumes, and stage management. All sides of production are clearly explained in jargon-free prose, and unfamiliar terms are highlighted and defined in an appended glossary. In addition to discussions on the more traditional elements of technical theater, this book gives equal weight to the new technologies that have become mainstream, including software (DMX, MIDI, and SMPTI) for show control systems, software to build audio cues, and PC-based audio play-back systems. *Technical Film and TV for Nontechnical People* introduces film students, actors, producers and other nontechnical film people to the technical aspects that everyone working on a film set should know. Author Drew Campbell is a lighting and sound designer for Universal Studios who started out in theater and who was struck by the complex technical procedures and idiosyncratic expressions that he encountered on his first weeks on the set. Topics explained: Who does what on a film set: the roles of technical and non-technical team members Seeing a script: turning a story into a storyboard and then into a production Shooting on film or video: when each format is best used The parts of a camera: how it functions and how actors can best cooperate with it Sound: the process of recording and editing Shooting: the geography and schedule of a set and "getting the shot" Postproduction: editing, continuity, and the dailies

### WANT A NON-CODING JOB AT A TECH COMPANY?

Interested in product management, marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, *Swipe to Unlock* gives you a breakdown of the concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you to explain this. But if someone asks you to come up with a new monetization strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that

Outlook use LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your interviews!

**Summary** How can artificial intelligence transform your business? In *Zero to AI*, you'll explore a variety of practical AI applications you can use to improve customer experiences, optimize marketing, help you cut costs, and more. In this engaging guide written for business leaders and technology pros alike, authors and AI experts Nicolò Valigi and Gianluca Mauro use fascinating projects, hands-on activities, and real-world explanations to make it clear how your business can benefit from AI. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

**About the technology** There's no doubt that artificial intelligence has made some impressive headlines recently, from besting chess and Go grand masters to producing uncanny deep fakes that blur the lines of reality. But what can AI do for you? If you want to understand how AI will impact your business before you invest your time and money, this book is for you.

**About the book** *Zero to AI* uses clear examples and jargon-free explanations to show the practical benefits of AI. Each chapter explores a real-world case study demonstrating how companies like Google and Netflix use AI to shape their industries. You begin at the beginning, with a primer on core AI concepts and realistic business outcomes. To help you prepare for the transition, the book breaks down a successful AI implementation, including advice on hiring the right team and making decisions about resources, risks, and costs.

**What's inside**

- Identifying where AI can help your organization
- Designing an AI strategy
- Evaluating project scope and business impact
- Using AI to boost conversion rates, curate content, and analyze feedback
- Understanding how modern AI works and what it can/can't do

**About the reader** For anyone who wants to gain an understanding of practical artificial intelligence and learn how to design and develop projects with high business impact.

**About the author** Gianluca Mauro and Nicolò Valigi are the cofounders of AI Academy, a company specializing in AI trainings and consulting.

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Regardless of where your organization is in your cloud journey, moving to the cloud is an inevitability in the coming years. The cloud is here to stay, and now is the best time to identify optimal strategies to harness the benefits and mitigate the risks. *Cloud Computing Basics* is the practical, accessible entry point you have been seeking. Get an introduction to the basics of cloud computing and all five major cloud platforms. Author Anders Lisdorf ensures that you gain a fundamental cloud vocabulary and learn how to translate industry terms used by different vendors. Leveraging the economic and security benefits that the cloud provides can look very different for each organization, and Lisdorf uses his expertise to help you adapt your strategy accordingly.

Cloud Computing Basics is here to bring your organization into the future. Whether you are a beginner on the topic or a tech leader kick-starting change within your company, this book provides essential insights for cloud adoption and its benefits for our modern digital era. Do not get left behind, and add Cloud Computing Basics to your tech bookshelf today.

**What You Will Learn**

- Understand what the cloud is and how it differs from traditional on-premise solutions
- Gain a fundamental cloud vocabulary and learn how to translate between it and the terms used by different vendors
- Know the main components of the cloud and how they are used
- Be aware of the vendors in the cloud market, their strengths and weaknesses, and what to expect from them
- Tailor the optimal cloud solution to the organizational context
- Study different approaches to cloud adoption and the contexts in which they are suitable so you can determine how your organization will get the most benefit from the cloud

**Who This Book Is For**

A general business audience that wants to catch up on the basics of cloud computing in order to have informed conversations with technical professionals and vendors. The book is for anyone interested in a deeper understanding of what the cloud is, where it came from, and how it will impact every organization in the future. A basic understanding of information technology helps, but is not required. Sets forth the many technical procedures involved in refining. Included are a new chapter on simple and complex refineries, and a revised chapter on gasoline blending, including current information on alcohol blending components. If you're new to GitHub, this concise book shows you just what you need to get started and no more. It's perfect for project and product managers, stakeholders, and other team members who want to collaborate on a development project—whether it's to review and comment on work in progress or to contribute specific changes. It's also great for developers just learning GitHub. GitHub has rapidly become the default platform for software development, but it's also ideal for other text-based documents, from contracts to screenplays. This hands-on book shows you how to use GitHub's web interface to view projects and collaborate effectively with your team. Learn how and why people use GitHub to collaborate

**View the status of a project**—recent changes, outstanding work, and historic changes

**Create and edit files through GitHub** without learning Git

**Suggest changes to projects** you don't have permission to edit directly

**Use tools** like issues, pull requests, and branches to specify and collaborate on changes

**Create a new GitHub repository** to control who has access to your project

**Learn about satellites** that affect us every day, how they work, and how we can place and keep them on orbit. **Satellite Basics for Everyone** presents an introduction and overview to satellites. Its written as clearly and understandably as possible for a wide audience. It provides a learning tool for grade school students. High school and college students can use it for helping them decide on career fields. Its for people with curious minds who want to know about satellites that affect their daily lives. And, it provides a training tool and an overview for people who build, operate, and use data collected by satellites. **Satellite Basics for Everyone** describes satellite missions, orbits, population, closeness, debris, collision risk, builders, owners, operators, launch vehicles, and costs. Focus then turns to describing the orbit, components, environment, and operation of the geostationary communications satellite because it affects our daily lives the most by providing television, radio, commercial business, Internet and telephone services. A description of satellite motion prepares for the included **Mission Planning** Example of how to place and keep this satellite on orbit and keep the antennas

pointing in the right direction to perform its mission. The main objective of this book is to stimulate a broad interest in engineering and science. The demand for natural gas rises annually, straining existing suppliers, and emerging markets often aren't accessible by pipeline. Here in everyday language and real-world examples is the clear presentation of LNG as the most viable energy answer. Using even the most conservative estimates, demand for LNG internationally will double by 2020, and billions of dollars will be needed for the infrastructure investment. This straightforward explanation of a complex industry proves that LNG can deliver a critical link in the energy demands of international economies. With a proven track record of safety and reliability, the LNG industry stands ready to bridge the international gap between supply and demand in energy transport. Readers will realize the complexity of this industry, which involves an intricate link of critical companies, governments and stand-alone facilities. Round out your technical engineering abilities with the business know-how you need to succeed. Technical competency, the "hard side" of engineering and other technical professions, is necessary but not sufficient for success in business. Young engineers must also develop nontechnical or "soft-side" competencies like communication, marketing, ethics, business accounting, and law and management in order to fully realize their potential in the workplace. This updated edition of *Engineering Your Future* is the go-to resource on the nontechnical aspects of professional practice for engineering students and young technical professionals alike. The content is explicitly linked to current efforts in the reform of engineering education including ABET's Engineering Criteria 2000, ASCE's Body of Knowledge, and those being undertaken by AAEE, AIChE and ASME. The book treats essential nontechnical topics you'll encounter in your career, like self-management, interpersonal relationships, teamwork, project and total quality management, design, construction, manufacturing, engineering economics, organizational structures, business accounting, and much more. Features new to this revised edition include: A stronger emphasis on management and leadership A focus on personal growth and developing relationships Expanded treatment of project management Coverage of how to develop a quality culture and ways to encourage creative and innovative thinking A discussion of how the results of design, the root of engineering, come to fruition in constructing and manufacturing, the fruit of engineering New information on accounting principles that can be used in your career-long financial planning An in-depth treatment of how engineering students and young practitioners can and should anticipate, participate in, and ultimately effect change If you're a student or young practitioner starting your engineering career, *Engineering Your Future* is essential reading. Artificial intelligence touches nearly every part of your day. While you may initially assume that technology such as smart speakers and digital assistants are the extent of it, AI has in fact rapidly become a general-purpose technology, reverberating across industries including transportation, healthcare, financial services, and many more. In our modern era, an understanding of AI and its possibilities for your organization is essential for growth and success. *Artificial Intelligence Basics* has arrived to equip you with a fundamental, timely grasp of AI and its impact. Author Tom Taulli provides an engaging, non-technical introduction to important concepts such as machine learning, deep learning, natural language processing (NLP), robotics, and more. In addition to guiding you through real-world case studies and practical implementation steps, Taulli uses his expertise to

expand on the bigger questions that surround AI. These include societal trends, ethics, and future impact AI will have on world governments, company structures, and daily life. Google, Amazon, Facebook, and similar tech giants are far from the only organizations on which artificial intelligence has had—and will continue to have—an incredibly significant result. AI is the present and the future of your business as well as your home life. Strengthening your prowess on the subject will prove invaluable to your preparation for the future of tech, and *Artificial Intelligence Basics* is the indispensable guide that you've been seeking. What You Will Learn Study the core principles for AI approaches such as machine learning, deep learning, and NLP (Natural Language Processing) Discover the best practices to successfully implement AI by examining case studies including Uber, Facebook, Waymo, UiPath, and Stitch Fix Understand how AI capabilities for robots can improve business Deploy chatbots and Robotic Processing Automation (RPA) to save costs and improve customer service Avoid costly gotchas Recognize ethical concerns and other risk factors of using artificial intelligence Examine the secular trends and how they may impact your business Who This Book Is For Readers without a technical background, such as managers, looking to understand AI to evaluate solutions. • *Guide to RRB Non Technical Recruitment Exam* is an ultimate attempt to provide exposure to the students for the upcoming Non-technical exam. • The book has 4 sections: General Intelligence & Reasoning, General Awareness, General Science and Arithmetic. • Each section is further divided into chapters which contains theory explaining the concepts involved followed by MCQ exercises. • The detailed solutions to all the questions are provided at the end of each chapter. • The General Science section provides material for Physics, Chemistry and Biology. • There is a special chapter created on Railways in the general awareness section. • The book covers 100% syllabus as prescribed in the notification of the RRB exam. *Technical Theater for Nontechnical People* helps actors, directors, stage managers, producers, and event planners understand every aspect of technical theater—from scenery, lighting, and sound to props, costumes, and stage management. In this thoroughly revised new edition, the popular guide firmly embraces the digital age with new content about digital audio, intelligent lighting, LED lighting, video projection, and show control systems, all explained in the same approachable style that has kept this book in the pockets of industry professionals for many years. A brand-new chapter on sound design has also been added, and every chapter has been updated with more information about the basics of theater technology, including draperies, lighting instruments, microphones, costume sketches, and more. This book teaches: Who's who on a theatrical production team What is needed to know about technical theater and why What to look for when choosing a space for a show How to communicate with lighting, scenery, audio, and costume designers How to stage manage an effective show or presentation Covering both traditional and digitally supported backstage environments, this book is an essential guide for working with every technical aspect of theater! Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative

professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers. If you're an executive, manager, or anyone interested in leveraging AI within your organization, this is your guide. You'll understand exactly what AI is, learn how to identify AI opportunities, and develop and execute a successful AI vision and strategy. Alex Castrounis, business consultant and former IndyCar engineer and race strategist, examines the value of AI and shows you how to develop an AI vision and strategy that benefits both people and business. AI is exciting, powerful, and game changing—but too many AI initiatives end in failure. With this book, you'll explore the risks, considerations, trade-offs, and constraints for pursuing an AI initiative. You'll learn how to create better human experiences and greater business success through winning AI solutions and human-centered products. Use the book's AIPB Framework to conduct end-to-end, goal-driven innovation and value creation with AI Define a goal-aligned AI vision and strategy for stakeholders, including businesses, customers, and users Leverage AI successfully by focusing on concepts such as scientific innovation and AI readiness and maturity Understand the importance of executive leadership for pursuing AI initiatives "A must read for business executives and managers interested in learning about AI and unlocking its benefits. Alex Castrounis has simplified complex topics so that anyone can begin to leverage AI within their organization." - Dan Park, GM & Director, Uber "Alex Castrounis has been at the forefront of helping organizations understand the promise of AI and leverage its benefits, while avoiding the many pitfalls that can derail success. In this essential book, he shares his expertise with the rest of us." - Dean Wampler, Ph.D., VP, Fast Data Engineering at Lightbend No other book can better prepare you to work as a writer in the technical world, to write better about technology for a nontechnical audience, or to understand how the ever-more-important writer can help fill the technology gap between the knows and know-nots. Book jacket. Field Guide to Appropriate Technology is an all-in-one "hands-on guide" for nontechnical and technical people working in less developed communities. It has been developed and designed with a prestigious team of authors, each of whom has worked extensively in developing societies throughout the world. This field guide includes: Step-by-step instructions and illustrations showing how to build and maintain a vast array of appropriate technology systems and devices Unique coverage on healthcare, basic business and project management, principles of design, promotion, scheduling, training, microlending, and more Teachers, doctors, construction workers, forest and agricultural specialists, scientists and healthcare workers, and religious and government representatives will find this book a first source for advice Step-by-step instructions and illustrations showing how to build and maintain a vast array of appropriate technology systems and devices Unique coverage on healthcare, basic business and project management, principles of design, promotion, scheduling, training, microlending, and more Teachers, doctors, construction workers, forest and agricultural specialists, scientists and healthcare workers, and religious and government representatives will find this book a first source for advice Tap into the power of data science with this comprehensive resource for non-technical professionals Data Science: The Executive Summary – A Technical Book for Non-Technical Professionals is a comprehensive resource for people in non-engineer roles who want to fully understand data science and analytics concepts. Accomplished data scientist and author Field Cady

describes both the “business side” of data science, including what problems it solves and how it fits into an organization, and the technical side, including analytical techniques and key technologies. Data Science: The Executive Summary covers topics like: Assessing whether your organization needs data scientists, and what to look for when hiring them When Big Data is the best approach to use for a project, and when it actually ties analysts’ hands Cutting edge Artificial Intelligence, as well as classical approaches that work better for many problems How many techniques rely on dubious mathematical idealizations, and when you can work around them Perfect for executives who make critical decisions based on data science and analytics, as well as managers who hire and assess the work of data scientists, Data Science: The Executive Summary also belongs on the bookshelves of salespeople and marketers who need to explain what a data analytics product does. Finally, data scientists themselves will improve their technical work with insights into the goals and constraints of the business situation. This set gives a broad introductory overview of the entire petroleum marine industry and how it is affected by the world petroleum markets. Volume 1: Oil: An introduction to shipping Why tanker owners? Pre-Onassis era Onassis era Post-Onassis era - creating and dealing with the surplus Refinery operation Tanker demand Tanker design and employment patterns Forecasting tanker rates Oil pollution liability LPG carriers LNG carriers. Do you work in a non-technical role and want to understand and speak technical language? Would you be better at your job if you did? Whether you’re in recruiting, marketing, business development, or any other non-technical field, this book will teach you what you need to know to understand the basics and have conversations about the web technologies being used in your business. The book covers enough about web technologies to help your career with 80+ pages of text, diagrams and images. "A great book everyone can use to understand how tech startups work." —Rene Reinsberg, GM/VP at GoDaddy, CEO and Co-founder at Locu "Finally a book non-techies can use to understand the web technologies that are changing our lives." —Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard University "Through the simplicity of his presentation, Vinay shows that the basics of technology can be straightforwardly understood by anyone who puts in the time and effort to learn." —Joseph Lassiter, Professor of Management Science, Harvard Business School and Harvard Innovation Lab In a way that anyone can understand, How to Speak Tech: The Non-Techie's Guide to Tech Basics in Business spells out the essential technical terms and technologies involved in setting up a company’s website or web application. Nontechnical business readers will find their digital literacy painlessly improved with each ten-minute chapter of this illustrative story of one successful technology startup building its Web-based business from scratch. Vinay Trivedi—a private equity analyst and startup entrepreneur who works at the intersection of business and tech—employs the startup story line as his frame for explaining in plain language the technology behind our daily user experiences, the successful strategies of social media giants, the bold aspirations of tiny startups, and the competitive adaptations of ordinary businesses of all sizes and sectors. Along the way, he demystifies all those tech buzzwords in our business culture whose precise meanings are so often elusive even to the people using them. Internet hardware, application software, and business process: the working premise of this book is that none of it is beyond the basic understanding of nontechnical business readers. Trivedi peels back the mystery, explains it



all in simplest terms, and gives his readers the wherewithal to listen intelligently and speak intelligibly when the subject turns to technology in business. What you'll learn Website hosts and programming languages for web apps on the backend Performance and scalability APIs, open-source programs, feeds, and database management Design and display on the front end Who this book is for Primary readership: nontechnical business people who want to firm up their understanding of the technology of the Internet and their fluency with technical terms in widespread use in the business world. Secondary readership: Digital immigrants in the general-interest mainstream who are looking for a short, accessible, and comprehensive treatment of Internet technology and business to inform their personal experience as consumers and generators of Internet content and value. Table of Contents Chapter 1. The Internet Chapter 2. Hosting and the Cloud Chapter 3. The Back End: Programming Languages Chapter 4. The Front End: Presentation Chapter 5. Databases: The Model Chapter 6. Leveraging Existing Code: APIs, Libraries, Web Services, and Open-Source Projects Chapter 7. Software Development: Working in Teams Chapter 8. Software Development: The Process Chapter 9. Software Development: Debugging and Testing Chapter 10. Promotion and Tracking: Attracting and Understanding Your Users Chapter 11. Performance and Scalability Chapter 12. Security Threats: To Defend and Protect

In 25 concise steps, you will learn the basics of blockchain technology. No mathematical formulas, program code, or computer science jargon are used. No previous knowledge in computer science, mathematics, programming, or cryptography is required. Terminology is explained through pictures, analogies, and metaphors. This book bridges the gap that exists between purely technical books about the blockchain and purely business-focused books. It does so by explaining both the technical concepts that make up the blockchain and their role in business-relevant applications.

**What You'll Learn**

- What the blockchain is
- Why it is needed and what problem it solves
- Why there is so much excitement about the blockchain and its potential
- Major components and their purpose
- How various components of the blockchain work and interact
- Limitations, why they exist, and what has been done to overcome them
- Major application scenarios

**Who This Book Is For**

Everyone who wants to get a general idea of what blockchain technology is, how it works, and how it will potentially change the financial system as we know it

**Storage and the electric power industry --**

- Storage in other energy markets --
- Electricity storage technologies --
- Applications --
- Renewable energy and storage --
- Our new energy future.

Things you've done online: ordered a pizza, checked the weather, booked a hotel, and reconnected with long-lost friends. Now it's time to find out how these things work. Vinay Trivedi peels back the mystery of the Internet, explains it all in the simplest terms, and gives you the knowledge you need to speak confidently when the subject turns to technology. This revised second edition of *How to Speak Tech* employs the strategy of the popular first edition: through the narrative of setting up a fictitious startup, it introduces you to essential tech concepts. New tech topics that were added in this edition include the blockchain, augmented and virtual reality, Internet of Things, and artificial intelligence. The author's key message is: technology isn't beyond the understanding of anyone! By breaking down major tech concepts involved with a modern startup into bite-sized chapters, the author's approach helps you understand topics that aren't always explained clearly and shows you that they aren't rocket science. So go ahead, grab this book, start to "speak tech," and hold your own

in any tech-related conversation! What You'll Learn Understand the basics of new and established technologies such as blockchain, artificial intelligence (AI), augmented and virtual reality (AR and VR), Internet of Things (IoT), software development, programming languages, databases, and more Listen intelligently and speak confidently when technologies are brought up in your business Be confident in your grasp of terms and technologies when setting up your own organization's application Who This Book Is For Students who want to understand different technologies relevant to their future careers at startups and established organizations, as well as business and other non-technical professionals who encounter and require an understanding of key technical terms and trends to succeed in their roles Reviews "Finally, a book non-techies can use to understand the technologies that are changing our lives." Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard University "A great book everyone can use to understand how tech startups work." Rene Reinsberg, Founder at Celo; Former VP of Emerging Products, GoDaddy "Through the simplicity of his presentation, Vinay shows that the basics of technology can be straightforwardly understood by anyone who puts in the time and effort to learn." Joseph Lassiter, Professor of Management Science, Harvard Business School and Harvard Innovation Lab

The theater is in the midst of a digital revolution! This book provides readers with an easy-to-understand overview of the digital technology currently available for the stage. In clear language, *Digital Technical Theater Simplified* explains digital technology in the fields of lighting, audio, video, and show control. All chapters contain do-it-yourself examples of how anyone can use these advanced technologies, as well as case studies of "How the Pros Do It." *Technical Writing: A Practical Guide for Engineers, Scientists, and Nontechnical Professionals, Second Edition* enables readers to write, edit, and publish materials of a technical nature, including books, articles, reports, and electronic media. Written by a renowned engineer and widely published technical author, this guide complements traditional writer's reference manuals on technical writing through presentation of first-hand examples that help readers understand practical considerations in writing and producing technical content. These examples illustrate how a publication originates as well as various challenges and solutions. The second edition contains new material in every chapter including new topics, additional examples, insights, tips and tricks, new vignettes and more exercises. Appendices have been added for writing checklists and writing samples. The references and glossary have been updated and expanded. In addition, a focus on writing for the nontechnical persons working in the technology world and the nonnative English speaker has been incorporated. Written in an informal, conversational style, unlike traditional college writing texts, the book also contains many interesting vignettes and personal stories to add interest to otherwise stodgy lessons. Annotation A consultant now for the industry after working within it in several capacities for many years, Conaway has developed over the past few years this manual for the Basic Petroleum Technology course he teaches for a training firm. His general precepts are that the better people understand the jobs of those around them, the more valuable they are to their companies, and that it is not hard to get a general understanding of even the most arcane technical jobs. He follows the course of the process, from geology and the origins of oil and gas formation through the techniques used to find, drill, and produce oil. He includes a glossary without pronunciations. Annotation copyrighted by Book News,

Inc., Portland, OR. For the accomplished EVP, COO, CFO or other business executive struggling in position to understand IT as a business unit, this is a brief, understandable guide to help you better embrace your powerful team. Structured for clarity, the guide includes an overview of information technology past and present, what you should expect from your direct report within IT (and what to look for should a replacement be needed), the standard structure of an IT unit, and high-level overviews on ERP and data-driven decision-making conversations. Each explains just enough to help you walk into any room prepared for next-level conversations. It's important to acknowledge that we live in a reality where half of our nation's top technology leaders, including Chief Information Officers and Vice Presidents of Information Technology, report to positions at least one level removed from a company's Chief Executive Officer (CEO) or President. As a technology leader myself, I choose to lean into that statistic and offer help and guidance to those non-technical leaders that take ownership of, with enthusiasm to trepidation, the industry that I love so much.

*Demystifying IT: A Pocket Guide for the Non-Technical* is geared toward executives who have (or have had, or seek to eventually have) an IT department within their scope of responsibility. The message and value begs to be consumed with intention as not understanding what's possible of technology today from an executive-level viewpoint is a misstep. Whether you realize it or not, if you read-to-understand, this guide may be the best investment in yourself and your company that you've made to date. At a high-level, the oversight of an information technology team is all very understandable and learnable for a non-technical executive. To get there, you need to embrace this opportunity to learn about what you're leading. If you've ever waived off increased knowledge of technology due to its inherent complexity or a general lack of interest, I promise to deliver new knowledge in just the right amount of layman's terms that are certain to result in value for you. This fascinating, newly revised edition offers an overview of game theory, plus lucid coverage of two-person zero-sum game with equilibrium points; general, two-person zero-sum game; utility theory; and other topics. Today's global marketplace brings success to individuals and companies able to collaborate and operate in cross-functional teams. The author shows how to liberate oneself from the status quo of discipline-driven mindsets and develop the ability to simultaneously translate technical as well as non-technical information to colleagues and customers.

*The truth about robots: two experts look beyond the hype*, offering a lively and accessible guide to what robots can (and can't) do. There's a lot of hype about robots; some of it is scary and some of it utopian. In this accessible book, two robotics experts reveal the truth about what robots can and can't do, how they work, and what we can reasonably expect their future capabilities to be. It will not only make you think differently about the capabilities of robots; it will make you think differently about the capabilities of humans.

Ruth Aylett and Patricia Vargas discuss the history of our fascination with robots—from chatbots and prosthetics to autonomous cars and robot swarms. They show us the ways in which robots outperform humans and the ways they fall woefully short of our superior talents. They explain how robots see, feel, hear, think, and learn; describe how robots can cooperate; and consider robots as pets, butlers, and companions. Finally, they look at robots that raise ethical and social issues: killer robots, sexbots, and robots that might be gunning for your job. *Living with Robots* equips readers to look at robots concretely—as human-made artifacts rather than placeholders for our

anxieties. Find out: •Why robots can swim and fly but find it difficult to walk •Which robot features are inspired by animals and insects •Why we develop feelings for robots •Which human abilities are hard for robots to emulate Many 21st century operations are characterised by teams of workers dealing with significant risks and complex technology, in competitive, commercially-driven environments. Informed managers in such sectors have realised the necessity of understanding the human dimension to their operations if they hope to improve production and safety performance. While organisational safety culture is a key determinant of workplace safety, it is also essential to focus on the non-technical skills of the system operators based at the 'sharp end' of the organisation. These skills are the cognitive and social skills required for efficient and safe operations, often termed Crew Resource Management (CRM) skills. In industries such as civil aviation, it has long been appreciated that the majority of accidents could have been prevented if better non-technical skills had been demonstrated by personnel operating and maintaining the system. As a result, the aviation industry has pioneered the development of CRM training. Many other organisations are now introducing non-technical skills training, most notably within the healthcare sector. Safety at the Sharp End is a general guide to the theory and practice of non-technical skills for safety. It covers the identification, training and evaluation of non-technical skills and has been written for use by individuals who are studying or training these skills on CRM and other safety or human factors courses. The material is also suitable for undergraduate and post-experience students studying human factors or industrial safety programmes. This authoritative text has been re-written and expanded to include additional chapters on methyl tertiary butyl ether and higher alcohols. Read it cover to cover, chapter by chapter as the subject comes up in your business, use it as an encyclopedia, or as a primer on petrochemical economics. Packed with diagrams and tables, it is the only source you will need to get a clear understanding of this complex topic. Each chapter includes exercises and 'in a nutshell' chapter reviews. Contents: What you need to know about organic chemistry Benzene Toluene and the xylenes Cyclohexane Olefins plants, ethylene, and propylene The hydrocarbon family Cumene and phenol Ethylbenzene and styrene Ethylene dichloride and vinyl chloride Propylene oxide and propylene glycol Methanol and synthesis gas Other alcohols Formaldehyde and acetaldehyde Ketones Acids Acrylonitrile, acrylic acid, and acrylates Maleic anhydride Alpha olefins Nature of polymers Thermoplastics Resins and fibers Used by corporate training departments and colleges worldwide, this is the most complete upstream guide available. Contents: The nature of gas and oil The Earth's crust - where we find time Deformation of sedimentary rocks Sandstone reservoir rocks Carbonate reservoir rocks Sedimentary rock distribution Mapping Ocean environment and plate tectonics Source rocks, generation, migration, and accumulation of petroleum Petroleum traps Petroleum exploration - geological and geochemical Petroleum exploration - geophysical Drilling preliminaries Drilling a well - the mechanics Drilling problems Drilling techniques Evaluating a well Completing a well Surface treatment and storage Offshore drilling and production Workover Reservoir mechanics Petroleum production Reserves Improved oil recovery. Everyone has an idea that they think is the next big thing. The problem is, it's probably an app or software idea and most people probably don't know how to code and their record for managing programmers is little to none. Even if they do know how to code, they're not quite sure how to get their first one thousand

customers. The Non-Technical Founder walks readers through the stages of validating whether their next big thing is good, bringing the idea to life, and getting those first customers.

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